

Message Text

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ACTION USIE-00

INFO OCT-01 EUR-25 ISO-00 EB-11 COME-00 HEW-08 SCI-06

NASA-04 SCA-01 PA-04 PRS-01 CIAE-00 INR-10 NSAE-00

RSC-01 DRC-01 /073 W

----- 066295

R 281105Z FEB 74

FM AMEMBASSY ROME

TO SECSTATE WASHDC 3477

INFO AMCONSUL MILAN

UNCLAS ROME 2803

E.O. 11653: N/A

TAGS:

SUBJ: TOURISM PROMOTION -- SPECIAL FACILITATIVE ASSISTANCE
(COMMERCIAL AND OTHERWISE) FOR ITALIAN TOURIST GROUP

1. THE EMBASSY HAS BEEN ASKED BY AMCONSUL MILAN TO PASS FOLLOWING
MESSAGE TO USIA:

2. "REQUEST USIS/ROME PASS FOLLOWING QUERY TO WASH, ATTN
USIA'S TOURISM PROMOTION SECTION FOR SPECIAL HANDLING (ALSO
REQUEST USIA DISCUSS WITH COM/OIM AND USTC).

3. "LOCAL CHARTER ORGANIZERS APPROACHED USIS/MILAN REF
SPECIAL ASSISTANCE FOR 150 ITALIAN PHARMACISTS VISITING HOUSTON
DURING PERIOD MAY 22-25, 1974. (ETA SHAMROCK HILTON PM
MAY 22: ETD MEXICO CITY PM MAY 25).

4. "PLEASE ARRANGE FOR APPROP PRIVATE GROUP TO ORGANIZE
HALFDAY SEMINAR PRFERABLY MORNING MAY 23 (OTHERWISE, AFTERNOON
SAME DAY) FOCUSING UPON CURRENT PHARMACEUTICAL MARKETING
TECHNIQUES, WITH PRIMARY THRUST UPON PHARMACEUTICAL FIELD,
BUT ALSO ADDRESSING WHAT MAKES MAERICAN STYLE DRUGSTORE REALLY
TICK, EITH ITS BROAD RANGE OF SALES ITEMS. ONE OR TWO
HIGHLY QUALIFIED LECTURES CONSIDERED ADEQUATE; VELCOMING
REMARKS BY HIGH PROFESSIONAL DRUG ASSOCIATION ALSO DESIRABLE
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(TOUR BUDGET INCLUDES \$1,500 CEILING FOR HALF-DAY SEMINAR

TO COVER ALL RELATED EXPENSES: RENTAL AND SERVING AUDITORIUM, LOUDSPEAKER SYSTEM, SPEAKERS' FULL FEES, SEMIMULTANEOUS TRANSLATION FACILITIES, ETC).

5. "PLEASE LOCATE RANCH NEAR HOUSTON WHERE EARLY EVENING BARBEQUE MAY 24 MIGHT BE ARRANGED, HAPEFULLY WITH MUCH DESIRED INFORMAL RODEO (\$3,000 CEILING BUDGETED FOR BARBEQUE AND RODEO).

6. "PLEASE ARRANGE FOR SPECIALLY CONDUCTED TOUR NASA MANNED SPACECRAFT CENTER MORNING OF MAY 24, LASTING 1 - 1 ONE-HALF HOURS. WHILE FIVE INTERPRETERS ACCOMPANYING CHARTER TOUR, NASA GUIDE WITH SOME COMMAND ITALIAN NATURALLY PREFERABLE (NO FUNDS BUDGETTED FOR NASA VISIT).

7. "BRIEF BACKGROUND INFO REF ITALIAN ORGANIZERS: MILAN-BASED TRAVE AGENCY CALLED AGAMARE; FRENCH PHARMACEUTICAL CO, 'VICHY', ACTUALLY SEMI-SPONSORING TRIP (ALL INTERNATIONAL AIR TRAVEL VIA AIR FRANCE); TOUR LEADER, MRS. ADREANI, FORMER ITALIAN FULBRIGHT UNDERGRADUARE AT SKIDMORE.

8. "IN NOV. 1971 AND NOV.1972 AGAMARE ARRANGED SILIMLAR CHARTER WITH SEMINARS IN BOSTON AND SAN FRANCISCO RESPECTIVELY. LATTER SEMINAR FEATURED PROFESSORS FROM STANDFORD AND LOYOLA UNIERSTIES, PLYS STORE MANAGER OF WALGREEN AND WELCOMING REMARKS BY MANAGING DIRECTOR OF INTERNATIONAL SEMINAR INSTITUTE.

9. "THRU OTHER CHANNELS VISITS BEING PLANNED TO RICE UNIVERSITY, TEXAS MEDICAL CANTER, ASTRODOME AND RIVEROAKS. BUS TRANSPORTATION ALREADY ARRANGED FOR ENTIRE HOUSTON STAY.

10. "ADVISE TELEGRAPHICALLY ASAP REF STATUS REQUEST. FOTOS."

11. COMMENT: WHILE EMBASSY HAS RESERVATIONS OVER DETAILED USG INVOLVEMENT IN GROUP TRAVEL ARRANGED BY LOCAL TRAVEL AGENTS, WE BELIEVE MILAN REQUEST OFFERS INTERESTING POSSIBILITIES WHERE BOTH VISIT USA AND TRADE PROMOTION OBJECTIVES OVERLAP. THE PHARMACEUTICAL MARKETING SEMINAR MAY HELP CREATE AMBIENCE THAT COULD OVER TIME, FACILITATE GREATER US UNCLASSIFIED

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ESPORTS IN ITALIAN MARKET -- MARKET THAT IS A DIFFICULT ONE FOR US TO PENETRATE. POSSIBLY, HOUSTON FIELD OFFICE OF COMMERCE DEPARTMENT COULD MAKE NECESSARY ARRANGEMENTS. ALSO, ON NASA TRIP, DEPARTMENT OF STATE AND USIA MAY FIND MERIT IN COORDINATING NASA TOUR AS FURTHERING MORE GENERAL OBJECTIVE OF IMPROVING US-ITALIAN RELATIONS.

12. ON OTHER END OF SPECTRUM, HOWEVER, WE SEE RELATIVELY

LITTLE MERIT IN ARRANGING FOR BARBEQUE-RODEO TYPE ACTIVITIES.

13. WE DUBMIT THIS REQUEST THEREFORE AS TRIAL BALLOON AND
WOULD APPRECIATE DEPARTMENT'S GUIDANCE IN HANDLING THIS AND
PROBABLE FUTURE REQUESTS OF SIMILAR NATURE.VOLPE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: BUSINESSMEN, TOURISM PROMOTION, TOURISTS
Control Number: n/a
Copy: SINGLE
Draft Date: 28 FEB 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974ROME02803
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: ROME
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t1974022/aaaaabvw.tel
Line Count: 120
Locator: TEXT ON-LINE
Office: ACTION USIE
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: WorrelSW
Review Comment: n/a
Review Content Flags:
Review Date: 27 FEB 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27 FEB 2002 by elbezefj>; APPROVED <04 DEC 2002 by WorrelSW>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TOURISM PROMOTION -- SPECIAL FACILITATIVE ASSISTANCE (COMMERCIAL AND OTHERWISE) FOR ITALIAN TOURIST GROUP
TAGS: EIND, ETRD, BEXP, IT, US
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005